ABSTRACT

A method of two-way communication between a web browser and a mobile telecommunication device including the steps of; accessing a web-site via a computer,

5   sending a message to a mobile telecommunication device from the web-site, and at a message server capturing information uniquely identifying the computer, assigning an identification number to the information uniquely identifying the computer, storing the identification number and information uniquely identifying the computer in a database, and sending the message to the mobile telecommunication device with the identification

10   number.